Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of the claims in the application:

Listing of Claims:

1. (Original) In an interactive television (TV) environment, a method for providing interactive TV content comprising:

tagging interactive TV content with one or more keys or personalization data; and

transmitting the tagged interactive TV enhancement to one or more receivers such that the receivers are to output or make use of selectively the interactive TV content based on the keys or personalization data.

2. (Original) The method of claim 1, further comprising:

receiving the keys or personalization data.

3. (Currently Amended) The method of claim 1, further comprising:

delivering one or more keys or personalization data to the receivers or to one or more network system nodes.

4. (Original) The method of claim 3, further comprising:

checking the keys or personalization data within the transmitted tagged interactive TV content with the delivered keys or personalization data, the checking to be performed by the receivers via use of a remote control or directly at a network system node using a console application.

5. (Original) The method of claim 4, further comprising:

displaying the interactive TV content within the tagged interactive content based on the checked keys or personalization data.

6. (Original) An interactive television (TV) system comprising:

a tagging module to tag interactive TV content with one or more keys or personalization data; and

a transmitting unit to transmit the tagged interactive TV enhancement to one or more receivers such that the receivers are to output selectively the interactive TV content based on the keys or personalization data.

7. (Original) The system of claim 6, wherein the tagging module is to receive the keys or personalization data.

8. (Original) The system of claim 6, further comprising:

a distribution system to deliver one or more keys or personalization data to the receivers.

9. (Original) The system of claim 8, further comprising:

a filtering module in network system nodes or in receivers to check the keys or personalization data within the transmitted tagged interactive TV content with the delivered keys or personalization data.

10. (Original) The system of claim 9, wherein the filtering module allows the interactive TV content within the tagged interactive content to be displayed, or passed along to the next network system node, based on the checked keys or personalization data.

11. (Original) A receiver comprising:

a decoding unit to receive a broadcast with tagged interactive content, the tagged interactive content including one or more keys or personalization data and interactive content, and to output selectively the interactive content with the broadcast for display; and

a key and personalization filtering module to receive keys or personalization data, to check if the received keys or personalization data match with the tagged keys or tagged personalization data, and, if the keys or personalization data match, to allow the decoding unit to output the interactive content with the broadcast for display.

12. (Original) The receiver of claim 11, wherein the key and personalization filtering module is to receive the keys or personalization data via a network.

13. (Original) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

tagging interactive TV content with one or more keys or personalization data; and

transmitting the tagged interactive TV enhancement to one or more receivers such that the receivers are to output selectively the interactive TV content based on the keys or personalization data.

14. (Original) The machine-readable medium of claim 13, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:

delivering one more keys or personalization data to the receivers.

15. (Original) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

checking tagged keys or personalization data associated with received interactive TV content with delivered keys or personalization data; and

displaying the interactive TV content if the checked keys or personalization data match with delivered keys or personalization data.

16. (Original) In an interactive television environment, a personalization and authorization platform architecture comprising:

a personalization server to receive a television (TV) broadcast, to include interactive content with the TV broadcast, and to tag the interactive content with one or more keys and/or personalization data; and

a key and personalization distribution system to provide the keys and and/or personalization data to the personalization server, and to deliver matching keys and/or personalization data to on or more receivers.

17. (Original) The personalization and authorization platform architecture of claim 16, wherein the receivers are to receive the TV broadcast with the tagged interactive content, to check if the tagged keys and/or personalization data match with the matching keys and/or personalization data.

18. (Original) The personalization and authorization platform architecture of claim 16, wherein the receivers are to output the interactive content if the tagged keys and/or personalization data match with the matching keys and/or personalization data.

19. (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein a broadcaster or network operation determine which TV broadcast ~~to~~ can include interactive content.

20. (Original) The personalization and authorization platform architecture of claim 16, wherein the broadcaster or network operator determine which keys and/or personalization data to use to tag the interactive content.